

Start: Hours
9:00 to 5:30

EXTRA SIZES
TAFFETA PETTICOATS.....\$8.95
GLOVE-SILK PETTI-BLOOMERS....\$11.88
In Black and Colors
GIMBELS PETTICOAT SHOP—Second Floor

Gimbel Brothers
32nd ST-BROADWAY-33rd ST-NEW YORK

Set Your Clock An Hour Ahead

The Gimbel Store will conform to the regulations of the Daylight Saving Ordinance. Store Hours
9:00 to 5:30

For Other Gimbel News See Page 17 Main Sheet, and Page 3, Section 2

Never Such a Remarkable Sale of Fine Custom Blouses



At \$8.95

Filet Trimmed Net
Toast Color Shadow Lace
Thread Lace Overblouses
Filet Trimmed Georgette
Val Lace Trimmed Georgette

At \$10.75

Filet Trimmed Nets
Silk Lace Costume Blouses
Filet Trimmed Frills
Filet and Hand Emb'd
Net with Filet Trimmed
Camisoles

Prices 'Way Below
Cost of Manufacture
\$8.95 \$10.75
\$14.75 \$19.75



At \$14.75

Silk Braided Nets
Filet Jabots on Georgette
Bib Fronts with Filet Edge
Thread Lace Apron Blouses
Filet and Hand Embroidered

At \$19.75

Hand Emb'd Chiffons
Filet Trimmed Georgettes
Filet and Venise Combined
Tinsel Emb'd Chiffons
Novelty Fringed Overblouses

An Insurance Adjustment Necessitated the Auctioning of the Splendid Stock of One of New York's BEST Blouse Makers---Gimbel Buying Power Secured the Lion's Share

MERE words can hardly tell you of these blouses! Filet trimmed might mean a bit of lace on a collar—but not on these blouses! Shawl collars, vestees, exquisite cuffs and bands of finest filet laces. Yes, even on the lowest-priced blouses. Hand-embroidered nets might mean a touch here and there—but not on these blouses! Most delicately wrought embroidery in artistic profusion.
No Exchanges, Credits or C. O. D.'s.
Sizes 34 to 44

AND despite the patent fact that these prices are far below the cost of manufacture the quality is far above what one usually finds in blouses of more than double the price. These are important facts. These—and one other—that every blouse is perfect, altogether new and indescribably exquisite.

EMBROIDERY is a blanket term that covers a multitude of ineffective attempts at beauty—but not on these blouses! The dearest and most unusual skill has been shown in the design, coloring and execution of the embroidery on these blouses. Names of materials mean little—quality counts. And that's where these blouses show their true colors. No finer fabrics are woven—no better quality can be purchased.
Sizes 34 to 44

GIMBELS BLOUSE SALONS—Third Floor

The GLOVES

They'll Wear for Easter
Hers

Two-Clasp Gloves, overseas or P. K. sewn, with beautifully embroidered backs. White, champagne, taupe, mode, \$3.50 to \$4.50.
Gauntlet Gloves in six-button length with strap at wrist. P. K. sewn. White, beaver, tan, \$5.75.

His
Natural Color Gloves in chamois leather—P. X. M. sewn; point backs or Tan Washable Cape Gloves, P. X. M. sewn, \$4.50.

And—the Kiddies
Long and Short Silk Gloves in White.
—two-clasp, \$1.00 and \$1.25
—elbow length, \$1.75
GIMBELS—Main Floor

A Cape Sale

to Please the Smartest Women
—and, Appease the Thriftiest

\$49.50



\$49.50

Only 175 of these capes in three more-than-smart styles. One is pictured.

Two capes are of navy serge—fine of quality and in an excellent dark shade. One has three tiers of accordion pleated ruffles—you see these in the sketch—and a black taffeta collar that crosses and ties.

The other serge model is straight of line, pleated in an altogether new and attractive fashion, and colored with heavy black silk.

The wrap is fashioned of silver-tipped bolivia—and cut on unusual lines. It combines the lines of a redingote and cape—novel and charming!

Any One of These Wraps
Will Prove a Boon Throughout the Spring—and Next Fall
GIMBELS WOMEN'S COAT SALON—Third Floor

Go Where All New York Is Going!

The Easter Millinery Occasion of 1920

An occasion wherein Gimbels—the Million Dollar Millinery Store—with tremendous stocks at flood-tide—in the most brilliant millinery season of many years—launches the greatest millinery event of the decade—with the purpose of bringing to every woman the hat she wants at the time she most wants it and at the price she wants to pay.

The Event Features

Untrimmed Millinery—in every desirable style and color of the season.

Trimnings for Millinery—a widely varied assortment of flowers, feathers, fancies, identical materials of the originals, Distinctive Trimmed Hats at \$6.75

Medium Priced Trimmed Hats, featuring the latest dictates of Paris, \$8.75 and \$12.50 to \$18.75

The Millinery Occasion in Progress in

GIMBELS MILLINERY SALONS—Third Floor, Main Floor and Subway Balcony



The Event Features

Paris Model Hats—The most widely comprehensive showing of Parisian creations to be found in America, together with

Gimbel Reproductions developed in identical materials of the originals, \$22.50 and higher.

Women's Suits

in a Sale of Great Interest
—Offering Suits of Great Value

\$65.00

New and modish models made of navy tricotine—all lined with silk.

Just before Easter—and no suit selected yet? Are you one of the many women who find themselves in such a situation today? No matter. You need seek no further.

For you may pay more and fare worse. They really are higher-priced suits—that's why they present the features that you associate with higher prices.

Little touches of hand tailoring that do so much toward giving tone to a tailored suit. Splendid straight lines or a deft suggestion of hip emphasis. All wearable styles.

Spring Isn't Spring Without a Suit. Spring Will Be More Than Spring With One of These!

GIMBELS WOMEN'S SUIT SALON—Third Floor



\$65.00

Suit Collars and Vestings

You remember how charmingly fresh and springlike were those organdy pleatings which you saw worn with the new spring suits? You can find them here in wide variety:

In blue, white, rose, ecru; with scallops, hemstitching and with lace; in collar and cuff sets; or as pleating by the yard,

all ready for those first warm days of Spring.

Bandings in organdy, net and lace, 85c to \$3.95 a yd.

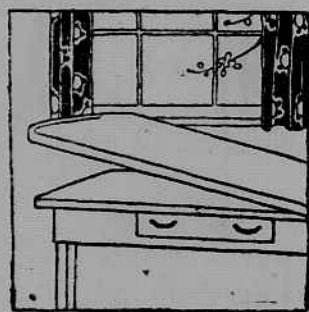
Pleatings in Georgette, in many new colors, \$1.00 to \$1.95 a yd.

Pleatings of net and lace, for short sleeves, round collars and vestings, 60c to \$2.25 a yd.

GIMBELS—Main Floor

March Sale of Housewares

Present Reductions continue during three more days only. After Wednesday prices revert to normal.



Porcelain Table Tops, very slightly marred, in several sizes, \$2.95 to \$4.95

ALUMINUM WARE
Tea Kettle, 6 qt. size, \$2.55
Coffee Percolator, 10 cup, \$1.95
Folding Omelet Pan, \$1.64
Double Boiler, 2 qt. size, \$1.75
Lipped Sauce Pan, 1 qt. size, 19c

WOODEN WARE
Folding Kitchen Step Stool, 45c
Curtain Stretchers, \$1.25
Strongly made; with nickel plated pins; 5x10 feet.
Skirt Boards, 6 ft. size, 95c
White Enamel Bath Room Stools, rubber capped feet, \$1.65

OTHER ITEMS
Splint Clothes Baskets, 78c
Splint Hampers, \$3.45
With hinged cover; 14 1/2 inches square by 23 inches high.
Carpet Sweepers, \$1.75
Metal case, mahogany finish, good bristle brush.
Wash Boilers, \$2.95 to \$3.25
Copper bottom; Nos. 7, 8, 9.
Corrugated Galvanized Ash Cans, 16x23 inches, \$1.95
Galvanized Garbage Cans, 95c
With cover; 11 1/2x10 1/2 in.
O-Cedar Polish or Dust Mops, 84c
Triangle Model.
None Sent C. O. D.
GIMBELS—Fifth Floor

\$25,000 Worth of Hand Luggage, Hand Bags and Suit Cases

Included in This Remarkable Sale

This great leather goods Shop, foreseeing the present rising prices, bought up, months ago, this tremendous reserve stock—hand bags and suit cases of excellent quality—which we offer now, in this time of high prices, in this great sale.

1836 Pieces

At Far-Below-Present Prices

The values are apparent upon inspection; perhaps even the illustrations will help you to realize this opportunity.

BAGS

\$4.95 to \$44.95
Traveling Bags, large and small; cloth lined or leather lined.
Overland Bags.
Fitted Bags for Women.
Club Bags for Men.

BAGS

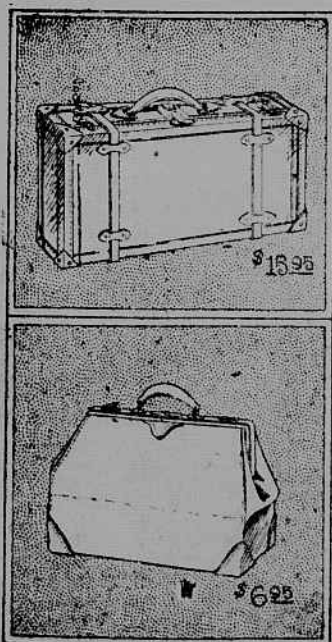
Brown Smooth Cowhide
Black Walrus
Black Pigskin
Black Seal

SUIT CASES

\$3.95 to \$44.95
Suit Cases, large and small; cloth and cretonne lined.
Bellows Suit Cases.
Divided Suit Cases.
Suit Cases with Top or Shirt Pockets.

SUIT CASES

In Japanese Matting
Sheraga Case
Leather Bound
Brown Smooth Cowhide



\$18.95

\$6.25

GIMBELS LEATHER GOODS SHOP—Main Floor

ONLY 3 MORE DAYS OF March Sale of Lamps

Lamps, shades and fixtures, a stock valued at \$100,000.00, are included in this sale. Three days only remain.

Reductions amounting to 10% to 50%. Prices revert to normal April First.
GIMBELS—Fifth Floor

Auto and Steamer Rugs

Such a wonderful assortment! Rich color combinations and the ever-popular plaids in the weights that you'll want for

—Closed or Open Cars
—Overseas and Inland Travel
\$9.50

Plaid Rugs in medium and dark color combinations; 60x80 inches. **\$15.00**

Wool Rugs in beautiful color tones. Reversible plain backs to harmonize; 60x80 inches. **\$27.50**

Fine Imported Rugs in the popular clan color, with plain color backs; 60x80 inches.
GIMBELS—Second Floor

NEW in Frocks and Suits for Miss 14 to 20

Beads on Blue Tricotine
Laces and Panniered Taffeta



\$39.50

\$75.00

And Miss 14 to 20 Will Find That Fashion and Thrift Go Hand in Hand in the

GIMBELS MISSES' FASHION SALONS—Third Floor

So Paris has written in Easter Fashions for Miss 14 to 20—and never were frocks bonnier or suits jauntier than in this very joyous Springtime.

Miss 14 to 20 "Teas"

in frocks of mignonette—georgette—taffetas with entrancing ways of wool embroidery and wooden bead and perky ruche or pleating, \$35.00 to \$79.50.

Miss 14 to 20 Dances

in frocks of Silk Soiree—two-toned—blue or rose or orchid—with charming bouffantes and nosegays and silver threads of girdle, \$39.50 to \$69.50.

And She Strolls

in suits of tricotine or serge—with pony coat—with Eton coat—with collarless coat, elaborately embroidered or braided or just enchantingly lovely of line. \$49.50 to \$89.50.



Art Pottery

for Easter Gifts and Easter Flowers

All made in America—and quite as new and lovely as America can make it. You're sure to need these for the beautiful day when there are so many posies and so few places to put them:

Jardinières in blended colorings. 8-in., 95c; 9-in., \$1.95; 10-in., \$2.95; 12-in., \$3.75.

Table Decorations, with flowers and holder, as you see in the picture, \$2.95.

Hanging Flower Holders, in crescent shape; very charming, \$1.95.

Embossed Roses and Dogwood—Woodland Scenes and Italian Motifs, are among the many delightful designs that America is using.

None Sent C. O. D.
GIMBELS—Fifth Floor

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways